

Application No.: 10/784,579  
Response to Office Action of January 13, 2009  
Attorney Docket: SOMMR-012US

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

|             |                                 |   |                  |          |
|-------------|---------------------------------|---|------------------|----------|
| Applicants: | David Angus Grant Jenkinson     | ) | Confirmation No. | 9576     |
|             |                                 | ) |                  |          |
| Serial No.: | 10/784, 579                     | ) | Art Unit:        | 4114     |
|             |                                 | ) |                  |          |
| Filed:      | February 23, 2004               | ) | Examiner:        | Brett A. |
|             |                                 | ) |                  | Feeney   |
| For:        | Marketing Apparatus and Methods | ) |                  |          |
|             |                                 | ) |                  |          |

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**RESPONSE TO OFFICE ACTION**

Mail Stop Non-Fee Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action of January 13, 2009, please amend the above-identified application as follows:

*Amendments to the Claims* begin on page 2 of this document; and

*Remarks* begin on page 9 of this document.